

MBM029: Principles of Marketing

View Online



1.

Walker OC, Mullins JW. Marketing strategy: a decision-focused approach. Eighth edition. New York: McGraw-Hill Irwin; 2014.

2.

Power, Brad. How AI Is Streamlining Marketing and Sales. Harvard Business Review Digital Articles [Internet]. 2017;2-4. Available from:
<https://search.ebscohost.com/login.aspx?direct=true&authtype=ip,shib&custid=s1089299&db=bsu&AN=123809448>

3.

BRYNJOLFSSON, ERIKMCAFEE, ANDREW. THE BUSINESS OF ARTIFICIAL INTELLIGENCE: WHAT IT CAN -- AND CANNOT -- DO FOR YOUR ORGANIZATION. Harvard Business Review Digital Articles [Internet]. 2017;3-11. Available from:
<http://0-search.ebscohost.com.wam.city.ac.uk/login.aspx?direct=true&db=bth&AN=124641871&site=ehost-live>

4.

PORTER, MICHAEL E. HEPELMANN, JAMES E. WHY EVERY ORGANIZATION NEEDS AN AUGMENTED REALITY STRATEGY. Harvard Business Review. 2017;95(Issue 6, p46-57. 12p. 3 Color Photographs):46-57.

5.

Hilken T, de Ruyter K, Chylinski M, Mahr D, Keeling DI. Augmenting the eye of the beholder: exploring the strategic potential of augmented reality to enhance online service experiences. Journal of the Academy of Marketing Science. 2017 Nov;45(6):884-905.